

TEST SCREENING OF VIDEOS

ABSTRACT OF THE DISCLOSURE

The methods for facilitating video test screening on an electronic visual communications network have several steps. One is to establish a registrant database of persons who volunteer to serve as a member of a video test screening audience. That database contains the person's name and personal contact information and preferably also demographic information, plus the person's identification number called an ID number. Another main step is that of establishing a test screening audience database of test screening audience members for test screening a particular specific video. Audience members are selected without regard to the time a person was added to the registrant database, or in a sequence according to the time a person volunteered to serve as a member of a test screening audience for a particular specific video, or by a combination involving both techniques. Members of the test audience are given a special access code to be entered with the member's identification number in order to gain access to the particular specific test video for test screening on the network. Test screening may involve exposing an audience member to a verification code at some point in the video, and subsequent quizzing of the member to verify that the member viewed that portion of the video.